

FIG. 1

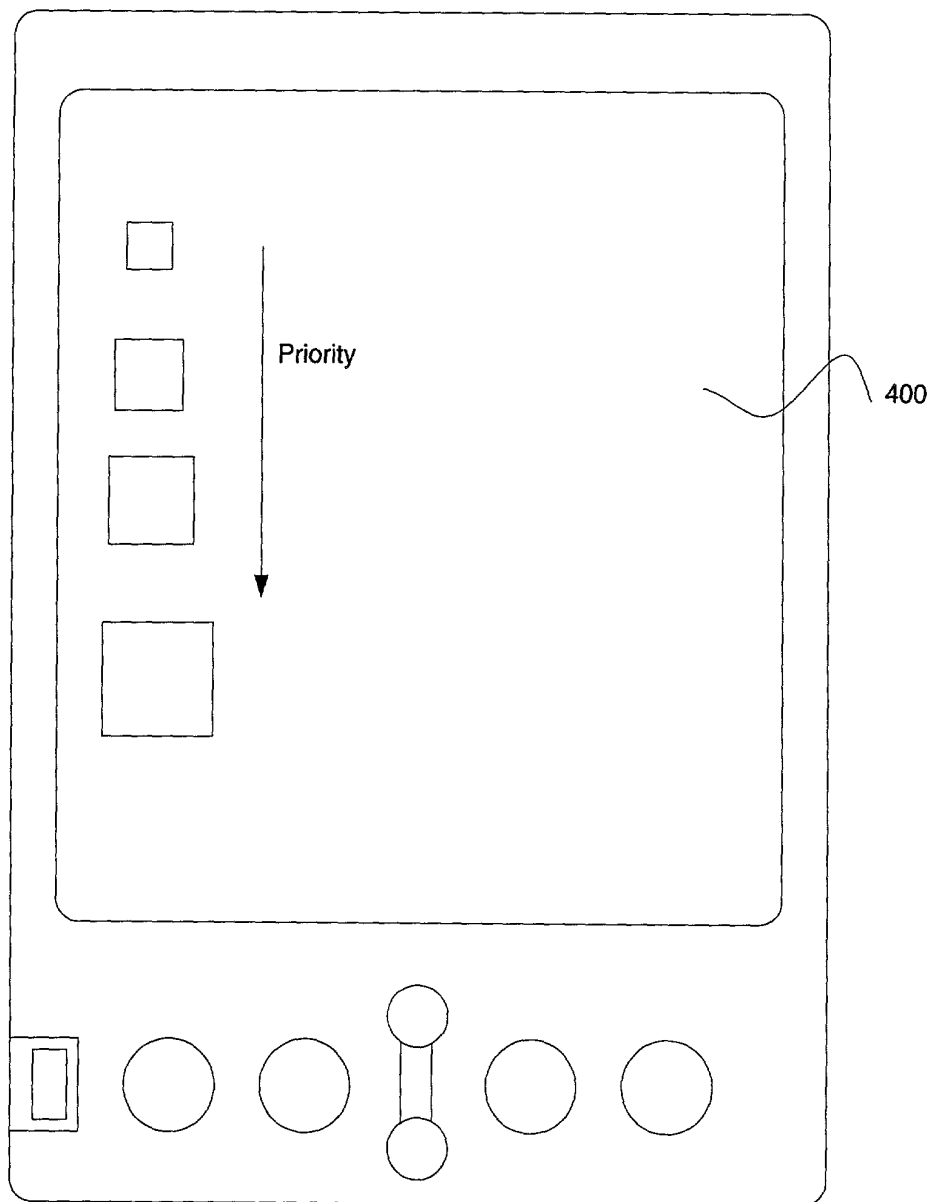


FIG. 2

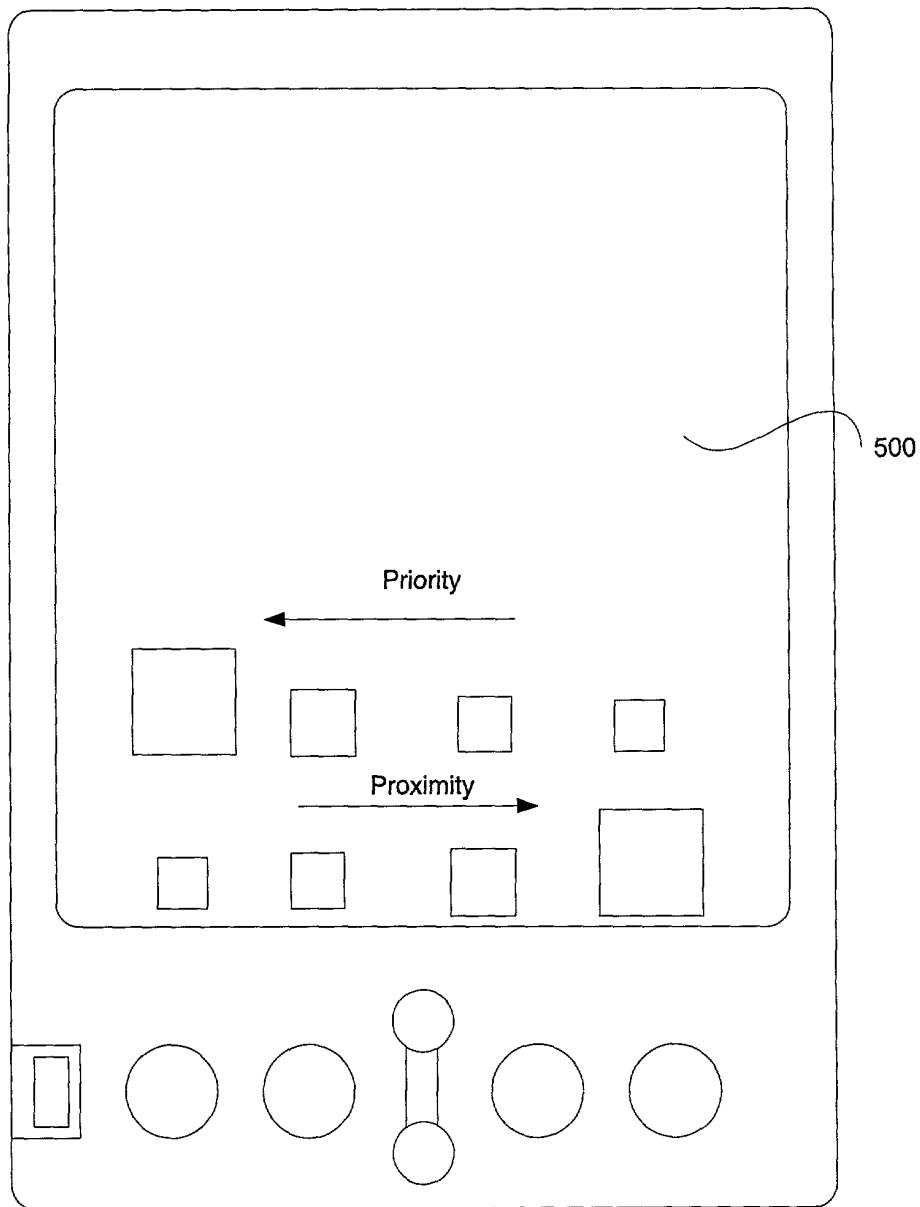


FIG. 3

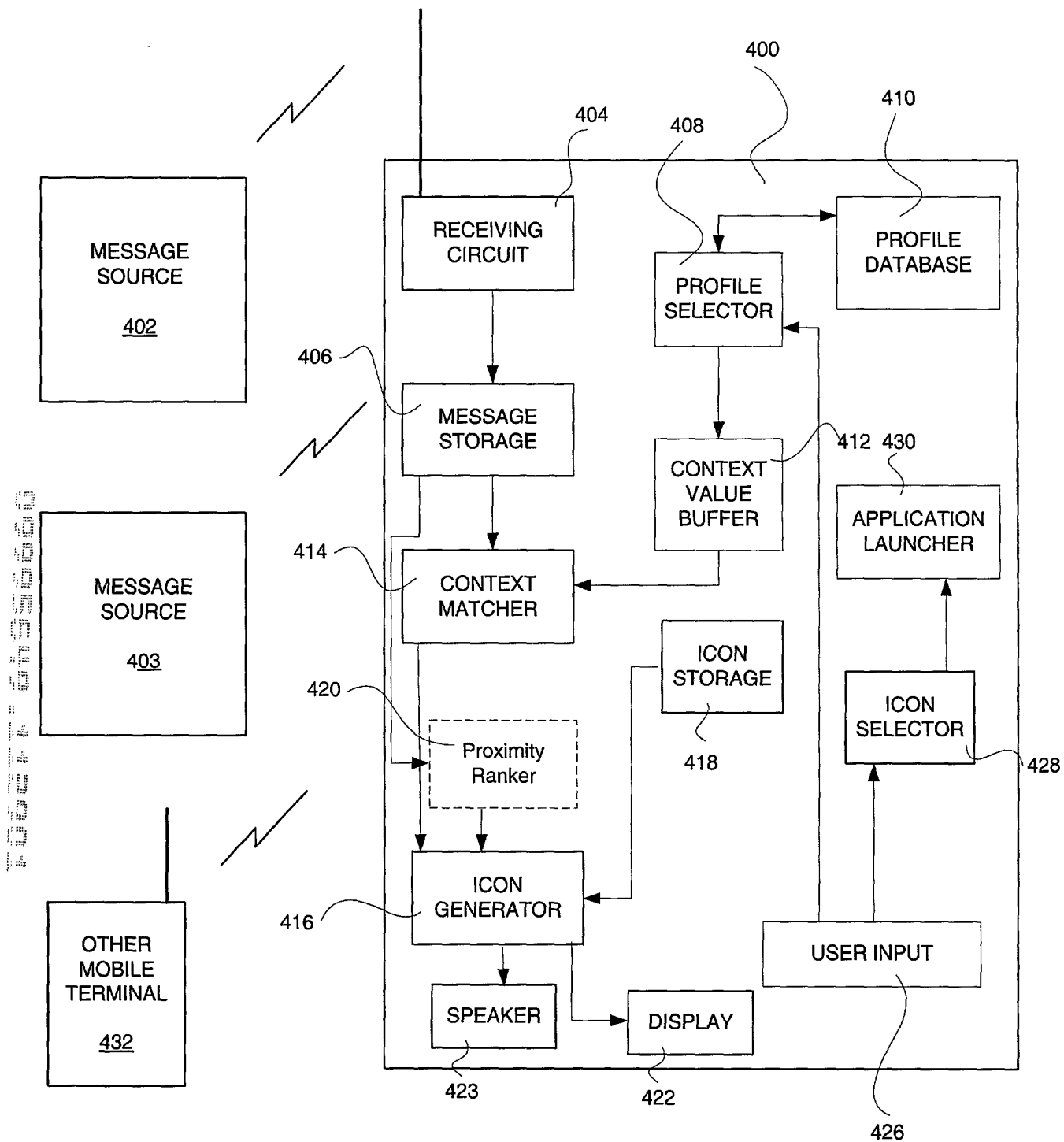


FIG. 4

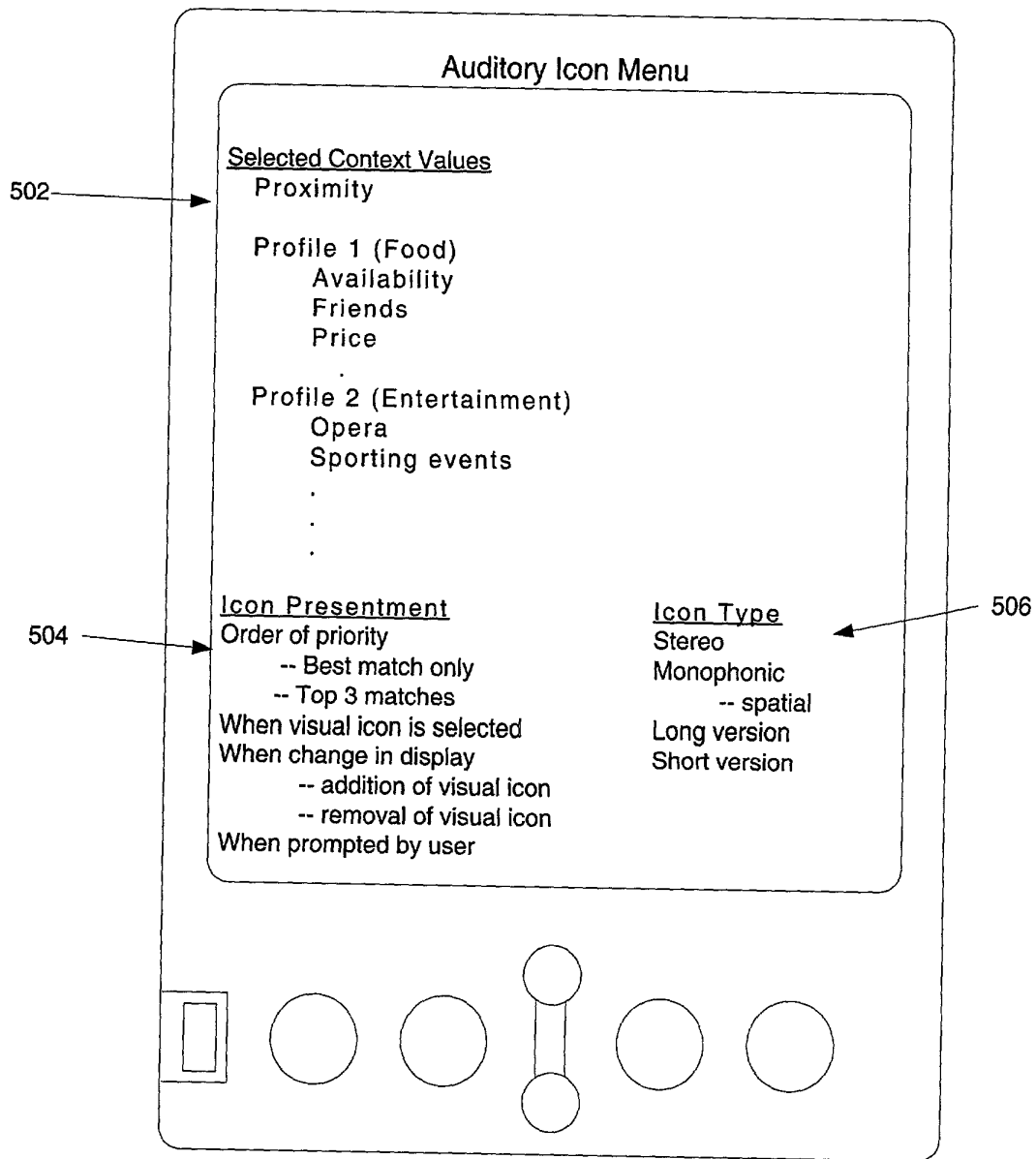


FIG. 5

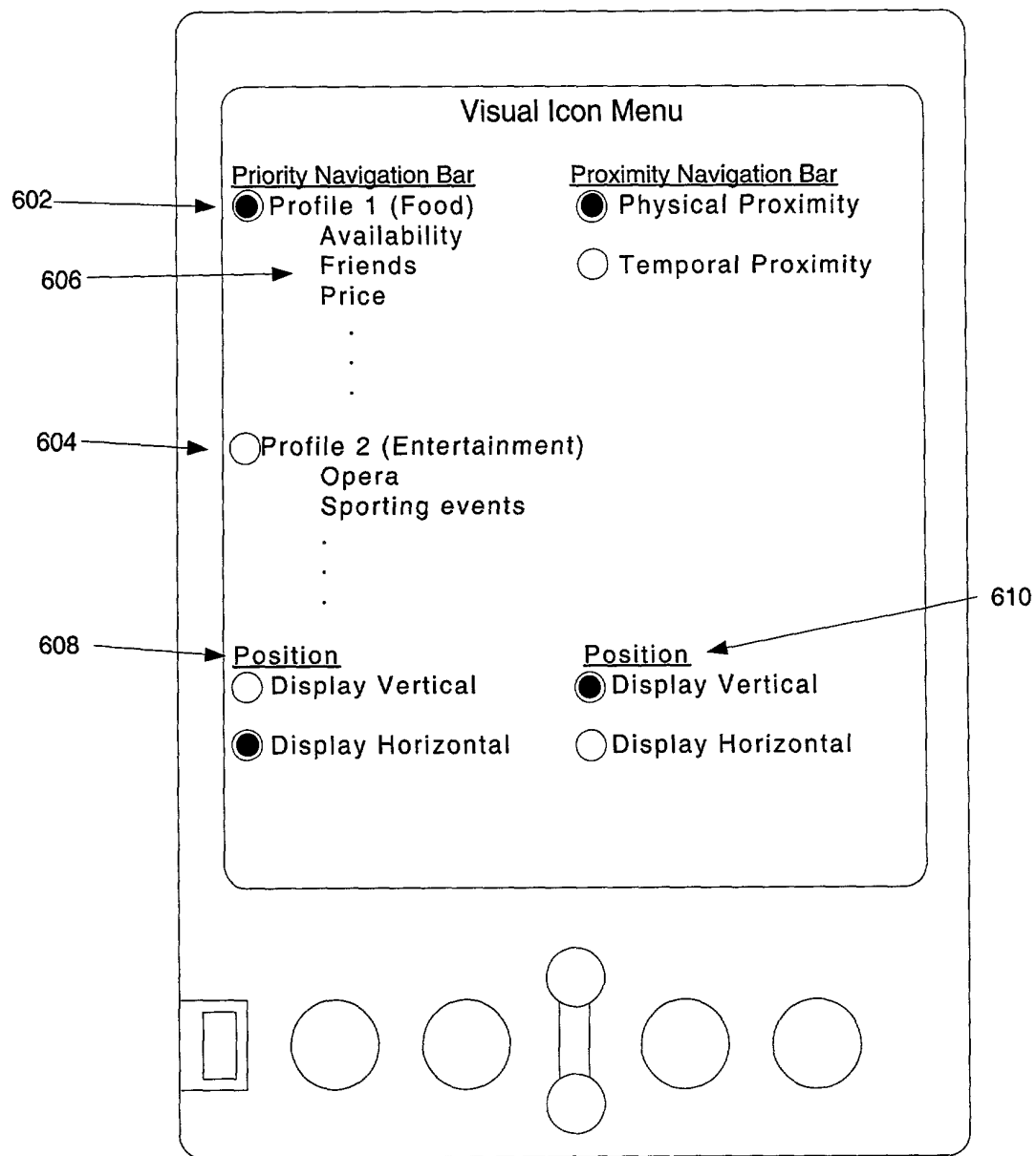


FIG. 6

USER A PROFILE

PRIORITY	CONTEXT VALUE
1	Proximity
2	Type of establishment (food, retail, movies, transp.)
3	Availability of services (vacancy/crowdedness)
4	Friends
5	Price
6	Grade of service (five star, four star, three star)

FIG. 7

USER B PROFILE

PRIORITY	CONTEXT VALUE
1	Friends
2	Price
3	Proximity

FIG. 8

USER C PROFILE

PRIORITY	CONTEXT VALUE
1	TIME-OF-DAY (11am-1pm): Food
2	Proximity
3	TIME-OF-DAY (6pm-8pm): Food
4	Price

FIG. 9

MATCH RANKING	PROXIMITY	PRICE	ENTITY OR SERVICE
1	0.1	\$3	McDonald's
2	0.1	\$5	Pizza Hut
2	0.1	\$5	Starbucks
3	0.2	\$2	Subway Station
4	0.3	\$2	Bus Terminal
5	0.4	NA	Shoe Store
6	0.5	NA	Sears
7	0.6	\$79	Holiday Inn
8	0.6	\$89	Hyatt Hotel
8	0.6	\$89	Hilton Hotel
9	NA	NA	yahoo.com

FIG. 10

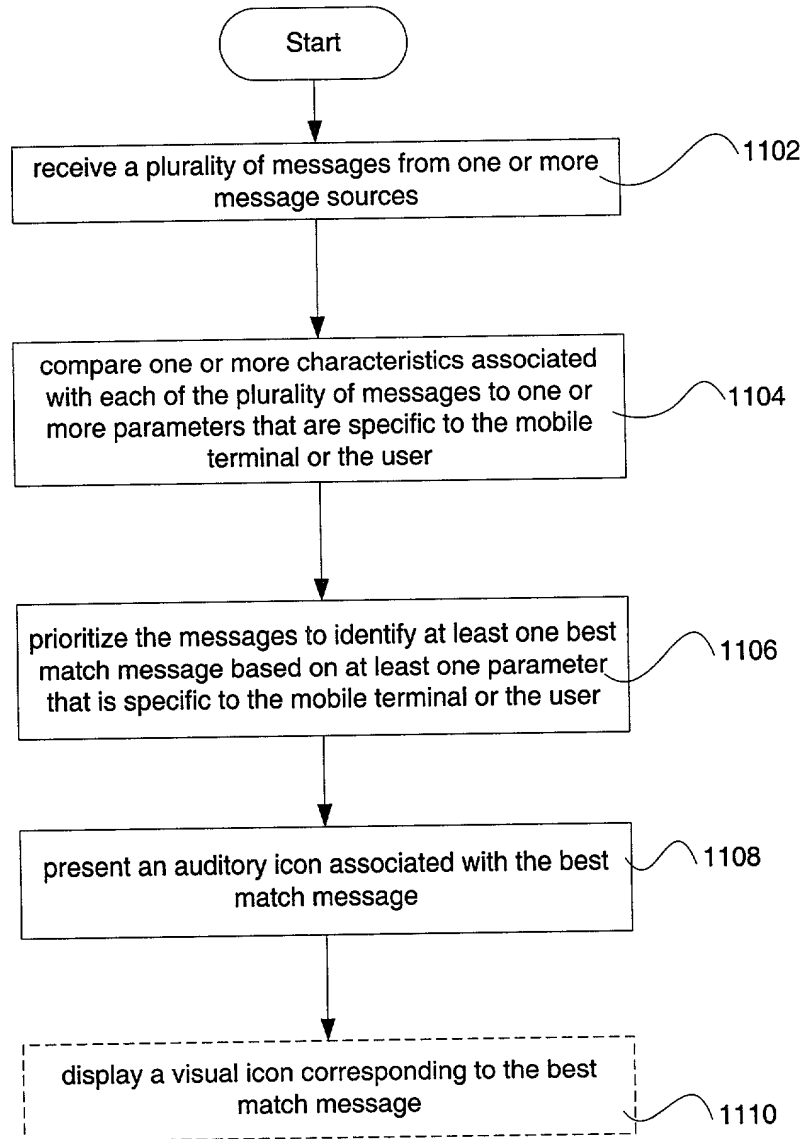


FIG. 11

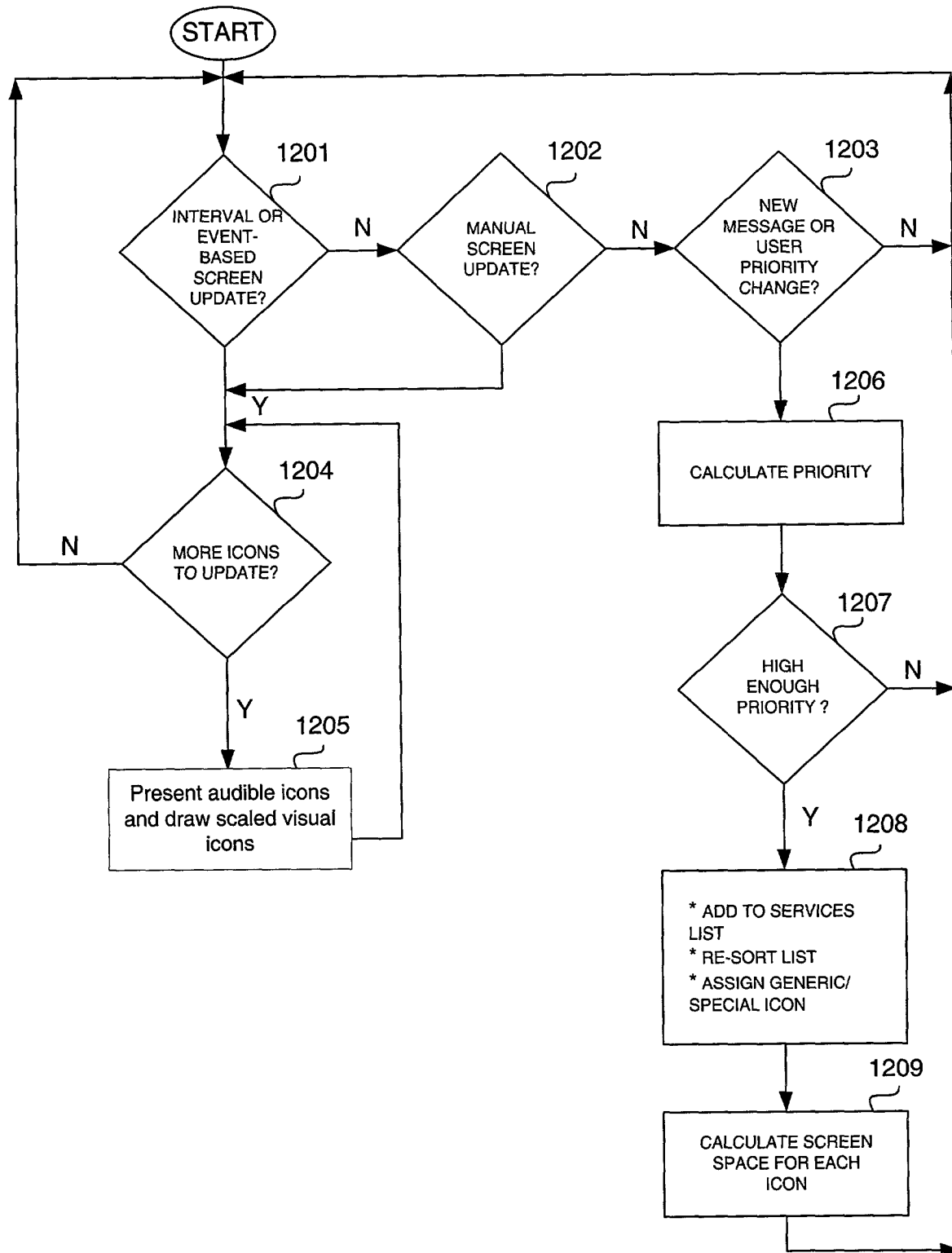


FIG. 12